



U.S. Army 2005 MWR Leisure Needs Survey Results

**411th BSB - Heidelberg
Germany**

BRIEFING OUTLINE

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□ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

□ **SURVEY RESULTS**

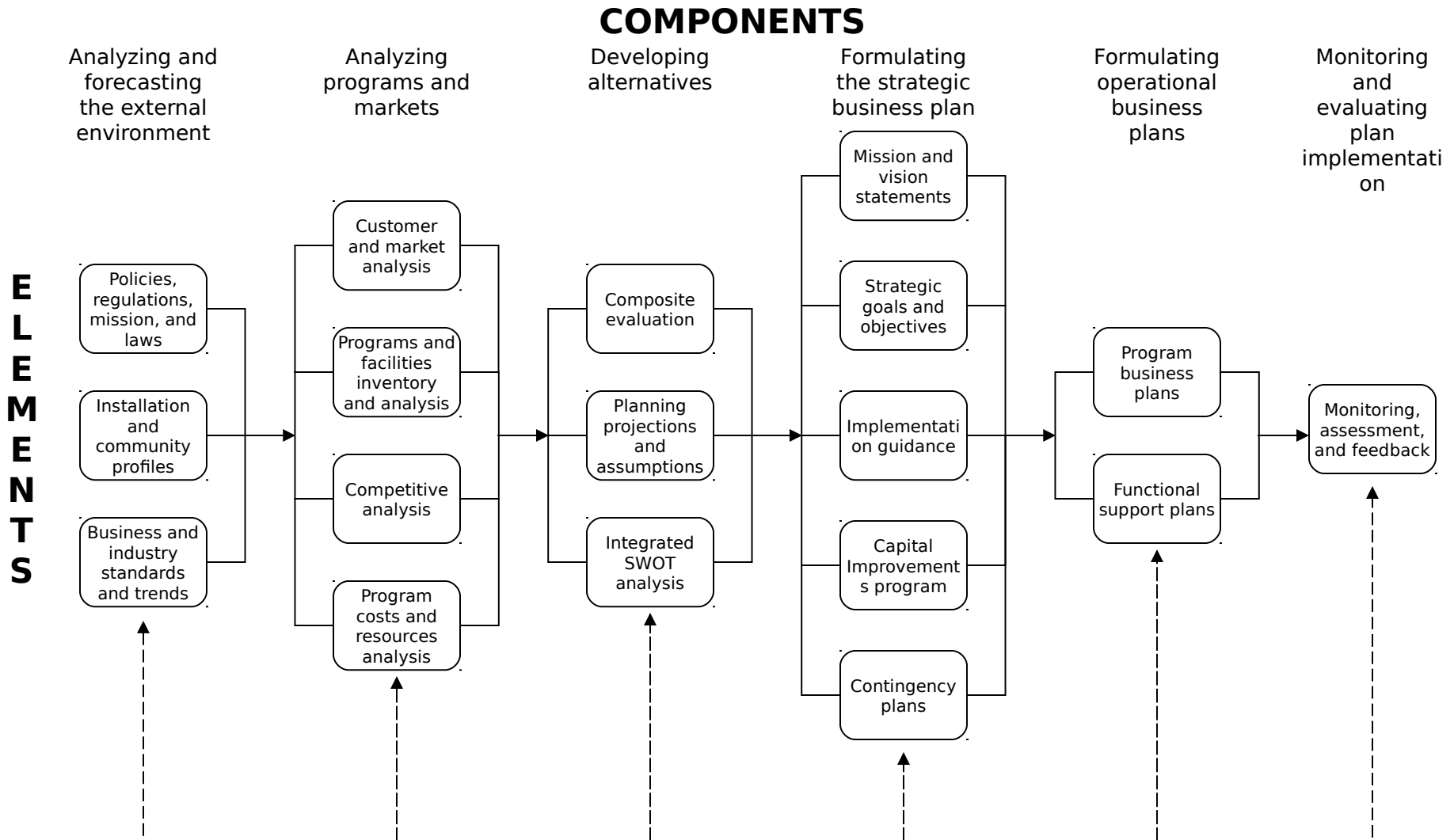
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

□ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 2,397 surveys were distributed at 411th BSB - Heidelberg



▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
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Active Duty	4,314	1,179	289	24.51%	±5.57%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	7,115	1,218	244	20.03%	±6.17%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	11,429	2,397	533	22.24%	±4.14%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

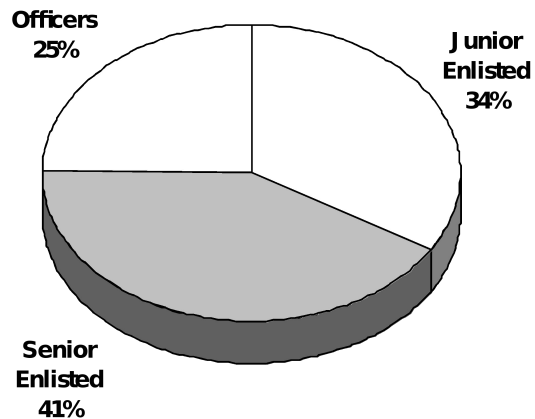
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

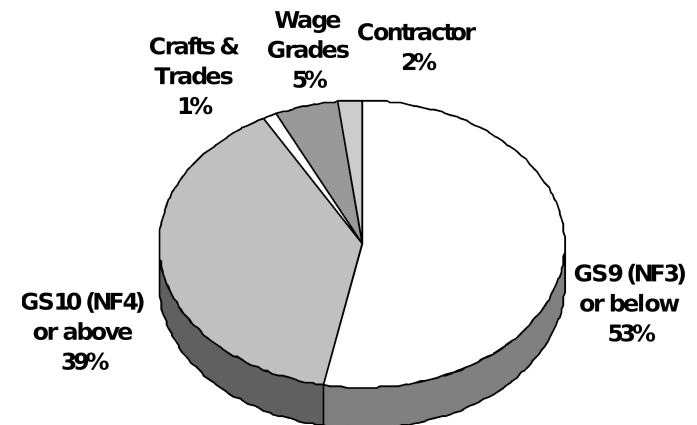
ACTIVE DUTY

(n = 271)



CIVILIANS

(n = 232)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT 411th BSB - HEIDELBERG

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	67%
Library	57%
Bowling Center	51%
Bowling Food & Beverage	49%
Car Wash	44%

LEAST FREQUENTLY USED FACILITIES

BOSS	8%
Youth Center	10%
School Age Services	11%
Bowling Pro Shop	12%
Golf Course Pro Shop	12%

MWR PROGRAMS & FACILITIES: SATISFACTION AT 411th BSB - HEIDELBERG*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Library	4.30
Bowling Center	4.29
Arts & Crafts Center	4.23
School Age Services	4.23
Fitness Center/Gymnasium	4.14

FACILITIES WITH LOWEST SATISFACTION RATINGS*

BOSS	3.57
Athletic Fields	3.68
Army Lodging	3.69
Youth Center	3.72
Golf Course Food & Beverage	3.81

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT 411th BSB - HEIDELBERG*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

School Age Services	4.21
Bowling Center	4.18
Arts & Crafts Center	4.13
Child Development Center	4.09
Golf Course Pro Shop	4.06

FACILITIES WITH LOWEST QUALITY RATINGS*

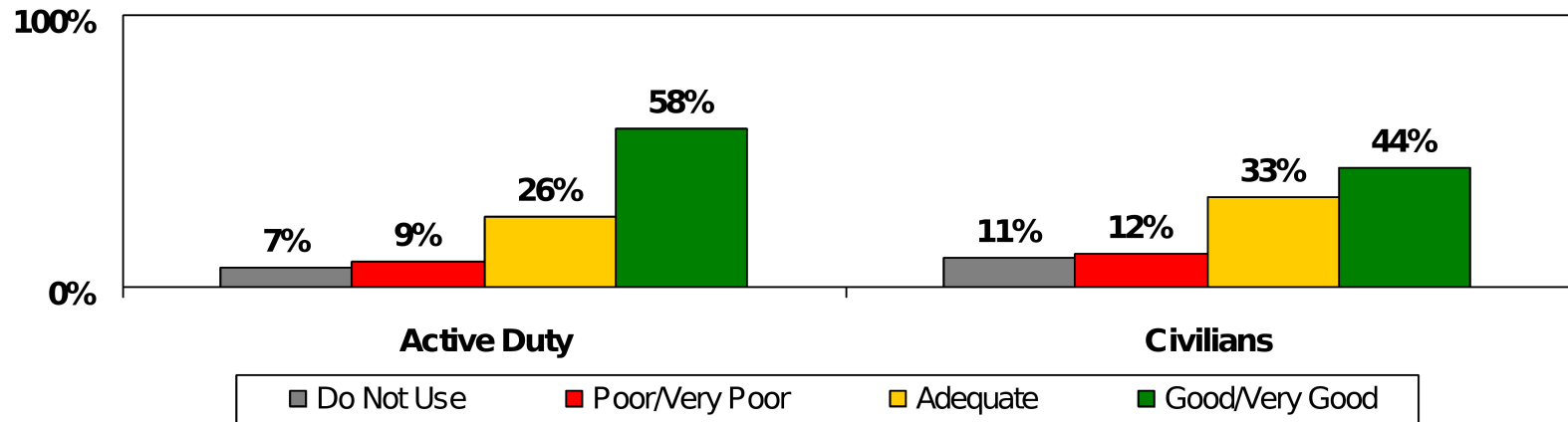
Athletic Fields	3.59
BOSS	3.61
Post Picnic Area	3.69
Youth Center	3.70
Army Lodging	3.76

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

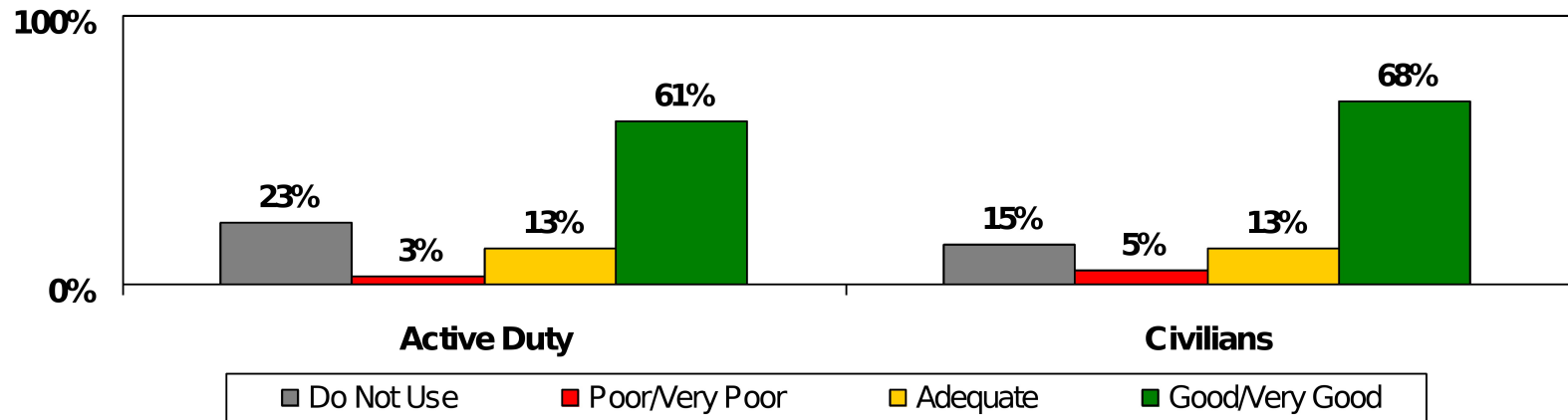
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



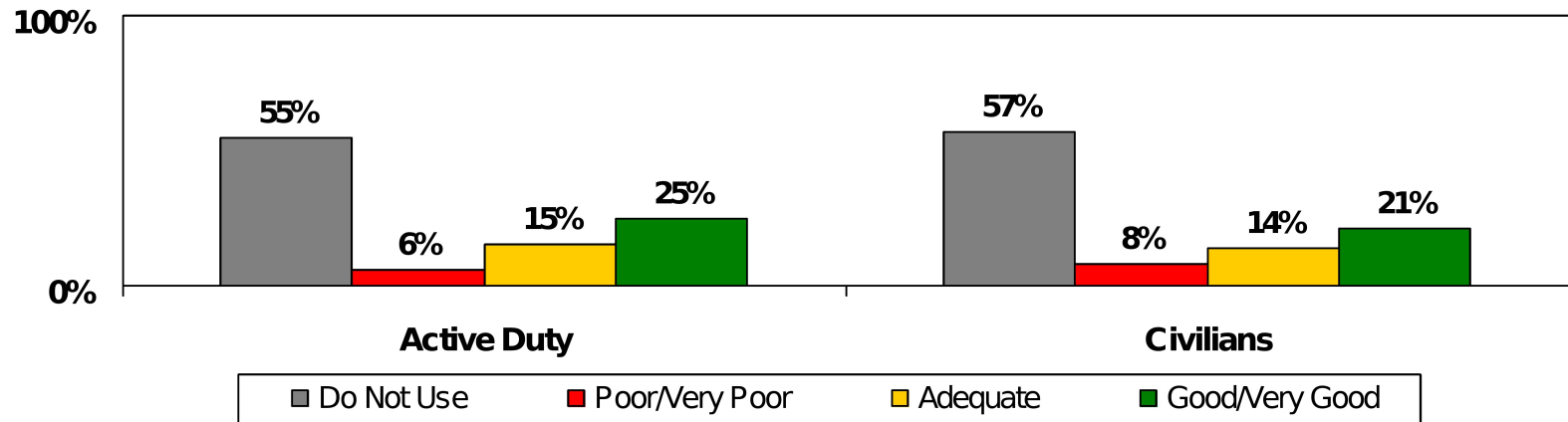
Quality of Off-Post Services



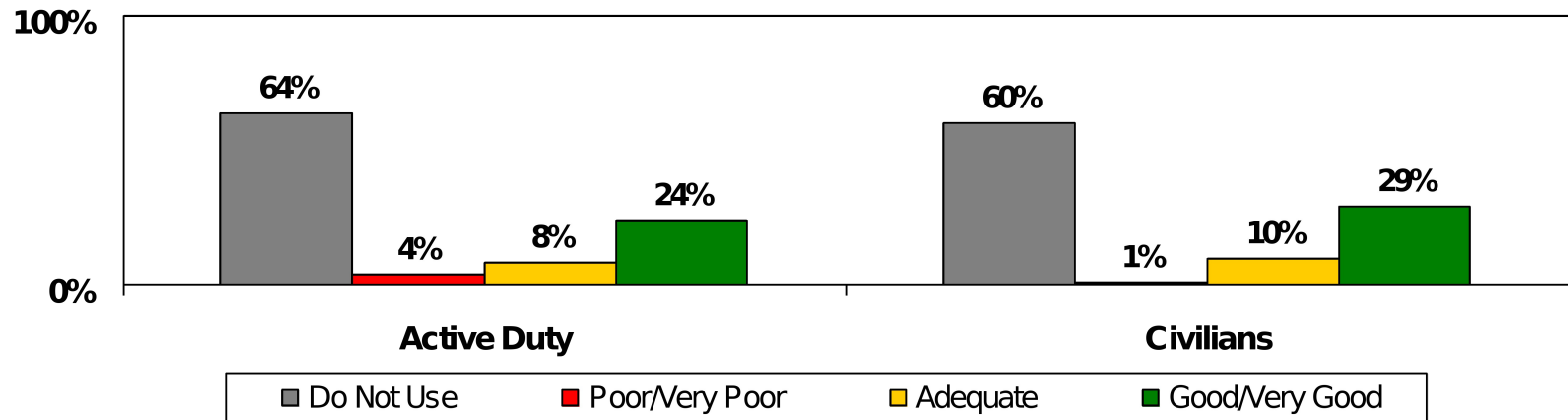
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



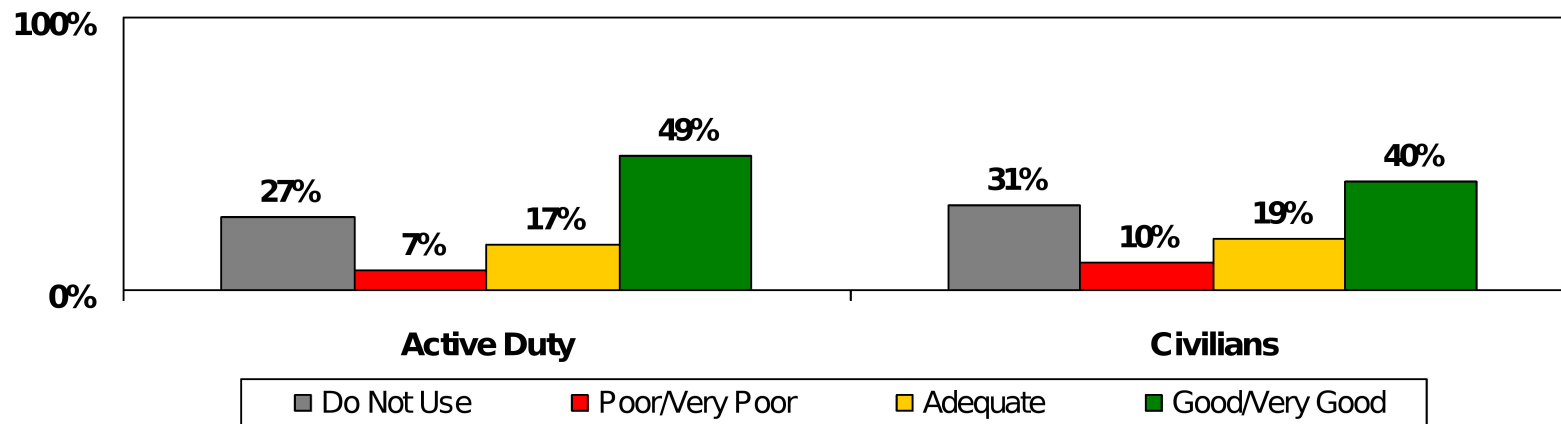
Quality of Off-Post Services



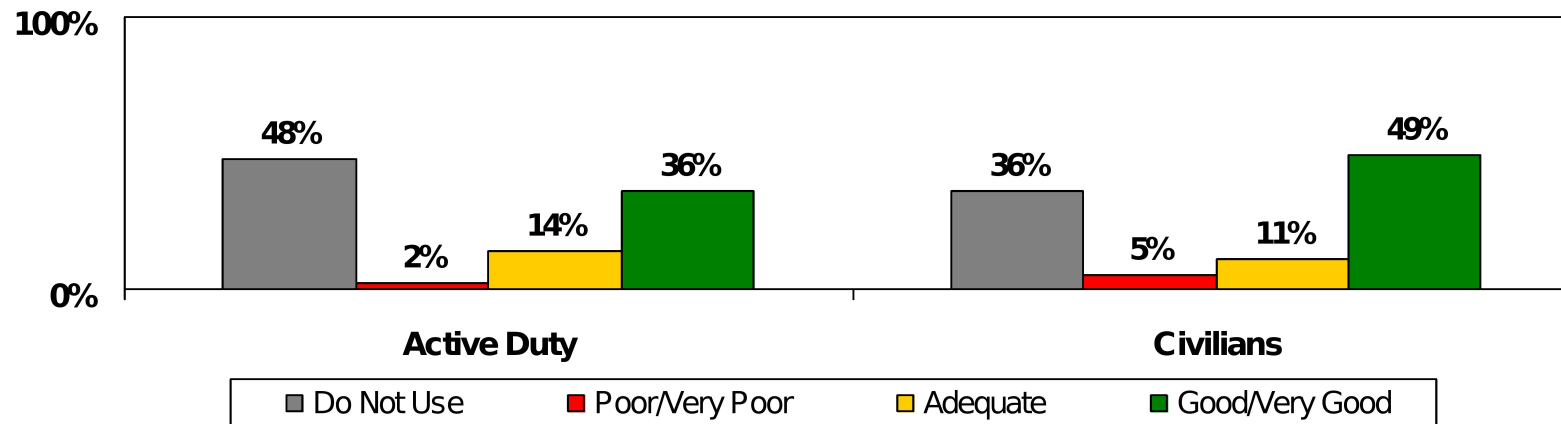
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

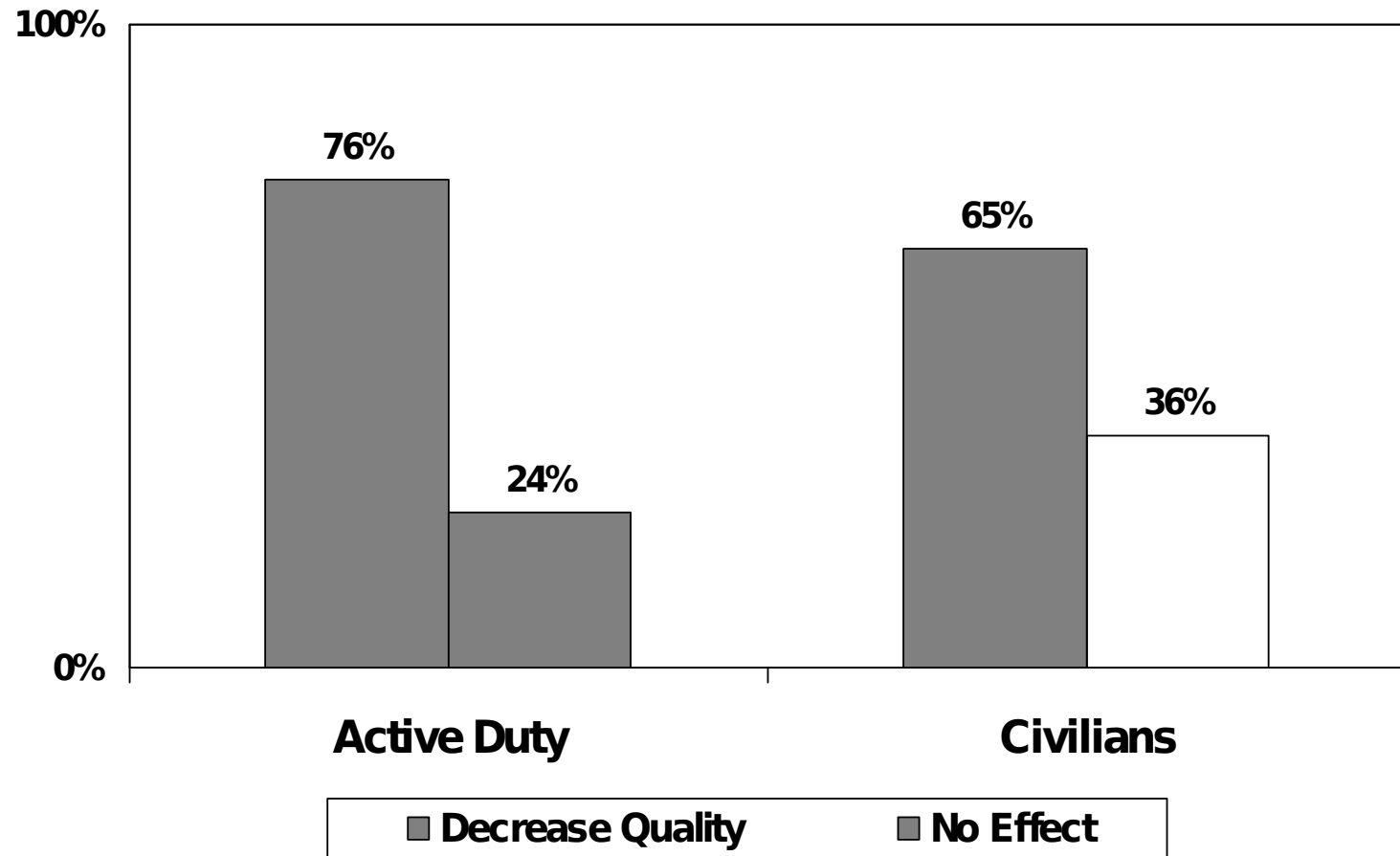


Quality of Off-Post Services



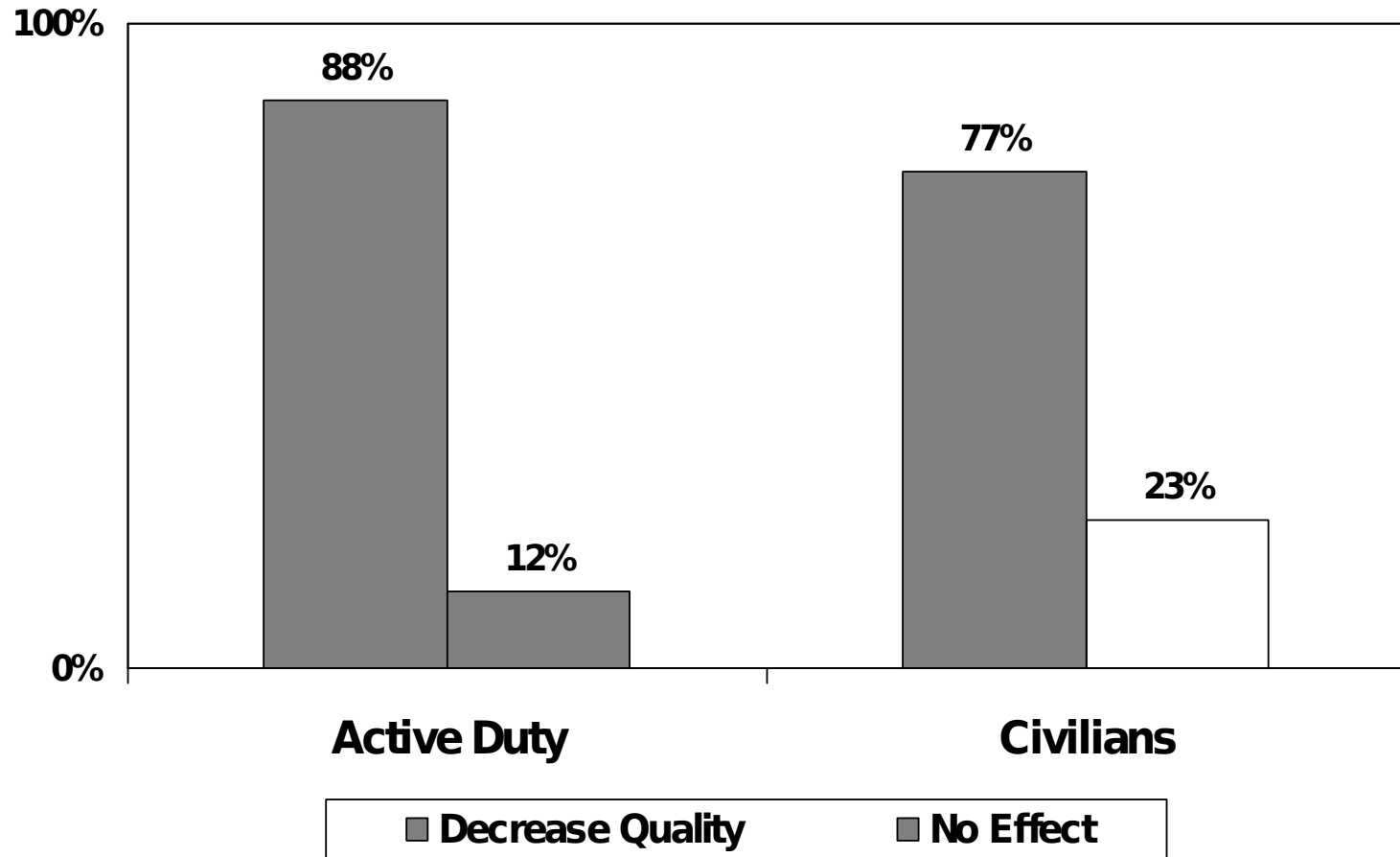
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	76%
Library	72%
Army Lodging	63%
Child Development Center	58%
Youth Center	49%
School Age Services	46%
Bowling Center	40%

RV Park	77%
Cabins & Campgrounds	54%
Golf Course Pro Shop	52%
Marina	45%
Golf Course Food & Beverage	44%
Golf Course	44%
Bowling Pro Shop	42%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	25%	29%	27%
E-mail	36%	31%	33%
Friends and neighbors	45%	46%	46%
Family Readiness Groups (FRGs)	15%	3%	8%
Bulletin boards on post	38%	36%	37%
Post newspaper	49%	65%	59%
MWR publications	28%	33%	31%
Radio	27%	42%	36%
Television	45%	31%	36%
My child(ren) let(s) me know	7%	6%	7%
Other unit members or co-workers	34%	33%	34%
Unit or post commander or supervisor	19%	8%	12%
Marquees/billboards	14%	24%	20%
Flyers	37%	34%	35%
Other	8%	5%	6%
I never hear anything	6%	4%	5%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	84%
Better Opportunities for Single Soldiers	52%
Army Community Service	58%
MWR Programs and Services	82%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	61%	89%	11%
Outreach programs	50%	66%	34%
Family Readiness Groups	78%	86%	14%
Relocation Readiness Program	72%	86%	14%
Family Advocacy Program	74%	75%	25%
Crisis intervention	57%	71%	29%
Money management classes, budgeting assistance	67%	81%	19%
Financial counseling, including tax assistance	72%	88%	13%
Consumer information	44%	76%	24%
Employment Readiness Program	55%	74%	26%
Foster child care	38%	71%	29%
Exceptional Family Member Program	66%	82%	18%
Army Family Team Building	57%	73%	27%
Army Family Action Plan	56%	72%	28%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	49%
Personal job performance/readiness	51%
Unit cohesion and teamwork	53%
Unit readiness	55%
Relationship with my spouse	46%
Relationship with my children	47%
My family's adjustment to Army life	56%
Family preparedness for deployments	56%
Ability to manage my finances	46%
Feeling that I am part of the military community	51%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	78%
Helps minimize lost duty/work time due to lack of child care/youth services	78%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	57%
Allows me to work outside my home	59%
Allows me to work at home	45%
Offers me an employment opportunity within the CYS program	46%
Allows me/my spouse to better concentrate on my/our job(s)	67%
Provides positive growth and development opportunities for my children	83%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	47%
Personal job performance/readiness	49%
Unit cohesion and teamwork	54%
Unit readiness	52%
Ability to manage my finances	36%
Feeling that I am part of the military community	46%
Relationship with my children (single parents)	54%
My family's adjustment to Army life (single parents)	46%
Family preparedness for deployments (single parents)	49%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	64%
Entertaining guests at home	62%
Internet access/applications (home)	51%
Reading	49%
Walking	45%
Going to movie theaters	43%
Multi-media (videos, DVDs, CDs)	41%
Night clubs/lounges	39%
Festivals/events	38%
Special family events	36%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	55%
Entertaining guests at home	54%
Internet access/applications (home)	50%
Reading	44%
Night clubs/lounges	42%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	72%
Entertaining guests at home	67%
Walking	53%
Reading	52%
Internet access/applications (home)	51%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	12%
Softball	11%
Soccer	10%
Volleyball	9%
Touch/flag football	8%

Outdoor Recreation

Bicycle riding/mountain biking	29%
Going to beaches/lakes	24%
Picnicking	22%
Volksmarching	22%
Camping/hiking/backpacking	20%

Social

Entertaining guests at home	62%
Night clubs/lounges	39%
Special family events	36%
Dancing	35%
Happy hour/social hour	28%

Sports and Fitness

Walking	45%
Running/jogging	34%
Cardiovascular equipment	34%
Weight/strength training	28%
Bowling	24%

Entertainment

Watching TV, videotapes, and DVDs	64%
Going to movie theaters	43%
Festivals/events	38%
Plays/shows/concerts	33%
Live entertainment	31%

Special Interests

Internet access/applications (home)	51%
Automotive detailing/washing	34%
Gardening	30%
Automotive maintenance & repair	28%
Digital photography	27%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	49%	N/A	49%
Multi-media (videos, DVDs, CDs)	41%	N/A	41%
Internet access (library)	34%	N/A	34%
Reference/research services	34%	N/A	34%
Study/self development	33%	N/A	33%
Going to movie theaters	32%	10%	43%
Watching TV, videotapes, and DVDs	29%	35%	64%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

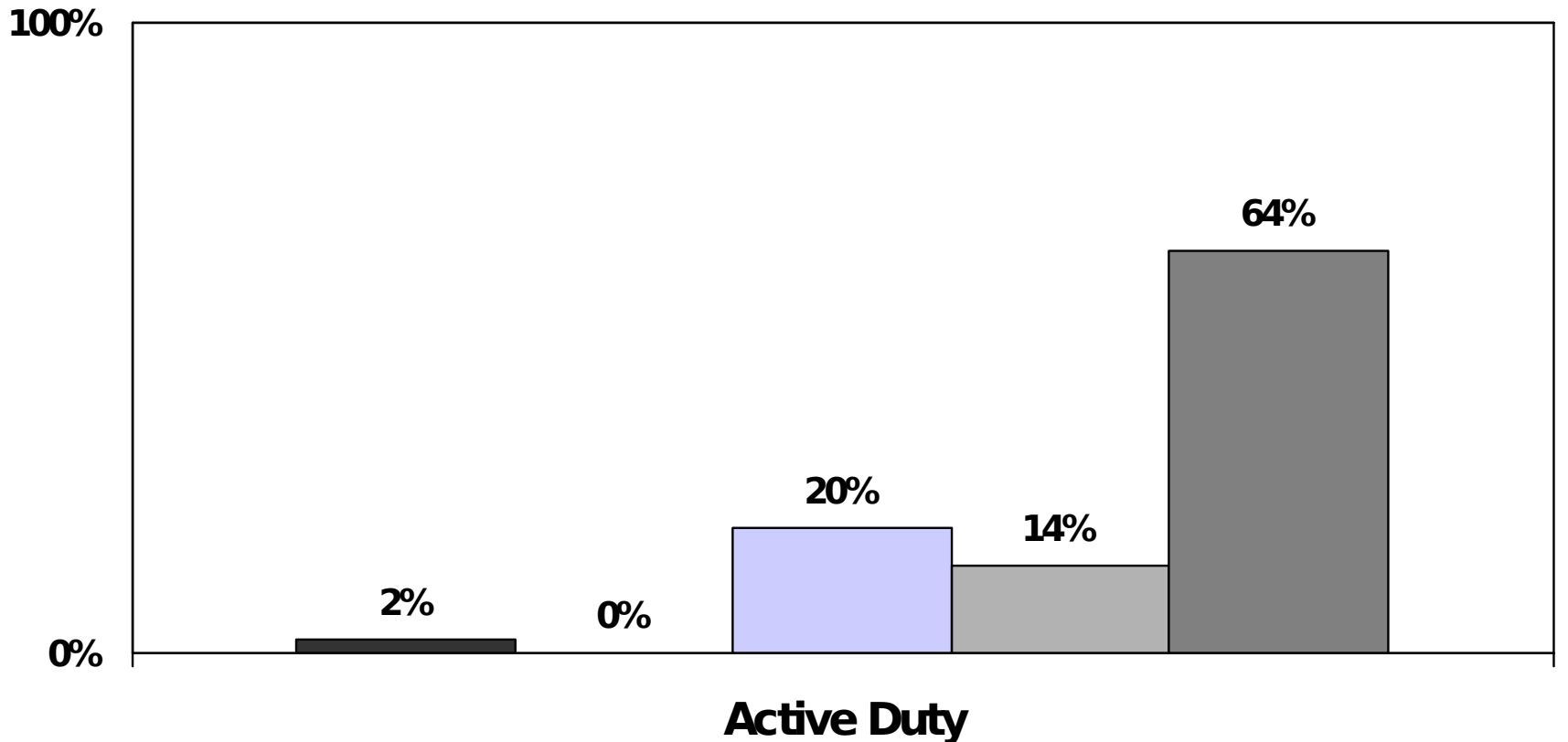
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	9%	3%	39%	51%
Automotive detailing/washing	16%	11%	7%	34%
Gardening	2%	2%	25%	30%
Automotive maintenance & repair	18%	7%	2%	28%
Digital photography	2%	8%	17%	27%
Trips/touring	2%	23%	0%	25%
Computer games	3%	1%	18%	21%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

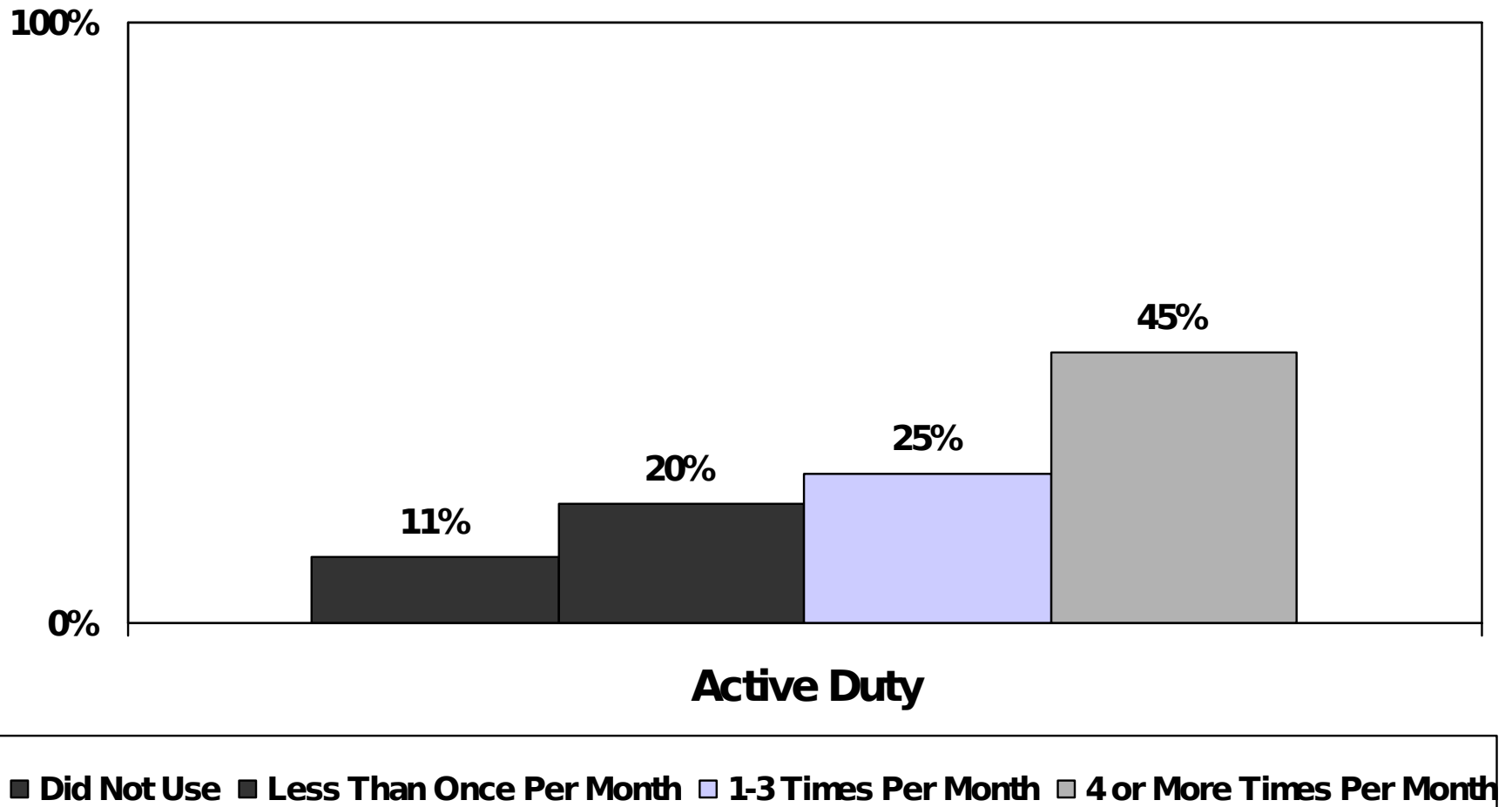
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■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	13%
Probably will not make military a career	9%
Undecided	20%
Probably will make military a career	19%
Definitely will make military a career	39%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)